

## HOWARD, MERRELL & PARTNERS

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### Howard, Merrell & Partners' Jeffrey L. Cohen to Speak at Internet Summit in Raleigh

**Raleigh, N.C. – Nov. 15, 2010-** Howard, Merrell & Partners' Jeffrey L. Cohen will speak at Internet Summit in Raleigh, N.C. on Nov. 17, 2010. The 3<sup>rd</sup> Annual Internet Summit will showcase and promote forward thinking on topics that range from Internet economy to web-oriented technologies.

As part of the social media-focused pre-conference intensive track, Cohen will present a session entitled, "Making the tools work for you — Part I — blogging, widgets, wikis, podcasts and online videos." The session will address the key ingredients for success when utilizing popular social media tools by reviewing a variety of examples from companies large and small.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic marketing counsel to clients regarding social media and other online tactics. He is also managing editor of SocialMediaB2B.com, one of the leading sites discussing social media in the business-to-business space, as ranked by *Ad Age* magazine.

For more details about the event, visit:

[http://www.internetsummit.com/precon\\_social\\_media.html](http://www.internetsummit.com/precon_social_media.html)

### About Howard, Merrell and Partners

Raleigh, N.C.-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotion to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Founder Jack Howard and his predecessors used to build the agency over the years. Agency services include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie<sup>®</sup> and enMotion<sup>®</sup>), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA<sup>®</sup> brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners' work has received the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh

Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.

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